

Application for Funding

2020 Lodging Tax Funds



SUBMITTAL INSTRUCTIONS

Please **return only the Application portion of this packet (pages 4-9)**. Mail or deliver to:

*City of Burlington
Greg Young, City Administrator
833 S. Spruce Street
Burlington, WA 98233*

Schedule:

- | | |
|---|---------------------------------------|
| ➤ Application deadline | August 30, 2019 at 5:00 PM |
| ➤ Oral presentations of proposals to LTAC: | September 2019 (date to be announced) |
| ➤ LTAC Funding recommendations to City Council: | October 2019 (date to be announced) |
| ➤ City Council approves 2020 funding: | Prior to December 31, 2019 |

City Administration Department
833 South Spruce Street, Burlington, WA 98233
(360) 755 – 0531

2020 Lodging Tax Funds – General Information & Instructions

Each year the City of Burlington distributes lodging tax funds to eligible non-profit and government organizations to promote tourism projects, activities and events in Burlington (for-profit businesses are not eligible to receive lodging tax funds). State law requires that applications for funding be evaluated by the Burlington Lodging Tax Advisory Committee (LTAC). The LTAC consists of seven regular voting members [Three members representing lodging tax generators (hoteliers), three members representing potential recipients of lodging tax funds (non-profit organizations), and a city council member who serves as chair], plus three non-voting alternate members for a total of ten members whom are appointed by the Burlington City Council. The LTAC reviews applications and make recommendations to the City Council for final funding award. The City Council may only grant lodging tax awards for projects, activities and events that have been recommended for funding by the LTAC.

Application requirement:

The City is required to report to the State Joint Legislative Audit and Review Committee (JLARC) on an annual basis about those projects, activities and events that have received lodging tax funds from the city, and how many tourists were attracted as a result. As part of the application process, applicants must complete and submit the attached form titled “**2020 Burlington Lodging Tax JLARC Reporting Form**” (page 9 of this application).

Allowable Uses of Lodging Tax Funds:

- Tourism promotion and marketing
- Operating and marketing special events and festivals to attract tourists
- Operating costs and capital expenditures for tourism-related facilities owned or operated by government entities or nonprofit organizations.

Definitions:

Tourism means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

Tourism promotion means activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of or the operation of special events and festivals designed to attract tourists.

Tourism-related facility means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor and used to support tourism, performing arts, or to accommodate tourist activities.

Tourist means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

Reporting requirements for lodging tax fund recipients: After a funded 2020 project/activity/event is complete, all recipients of lodging tax funds must provide a report to the City describing the actual number of people traveling for business or pleasure on a trip:

- (A) away from their place of residence or business and staying overnight in paid accommodations;
- (B) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
- (C) from another country or state outside of their place of residence or their business.

Reports are due with the final request for payment from the city.

Project Management:

The City of Burlington will issue contracts for approved projects, reimburse expenses and monitor contract compliance. A condition of every lodging tax grant award is that Burlington hotels/motels, including address, phone number and website, must be named in advertising products and on the festival or organization website. Approval for dispersing of funds will require providing copies of advertising and organization/ festival website address that clearly demonstrates compliance.

Other Information:

Insurance: As part of its contract for performance, the city requires contractors to maintain liability insurance in the amount of \$1,000,000 and name the City as an additional insured on its liability insurance policy.

Contract: After Council adoption of the 2020 Budget, a contract/agreement will be sent to you for signature. Following return of the signed contract/agreement, it will be scheduled for final approval by City Council.

Payment: Normally, payments are processed twice per month for reimbursement of expenses. The last date to submit documents for reimbursement of 2020 Lodging Tax Funds will be noon the first Friday in January, 2021.

Application: This packet will be available on the City website <http://burlingtonwa.gov>. It can be found under News & Announcements. If you have questions regarding the application form or process, please call Brittany Nelson at 360-755-2390.

APPLICATION FOR 2020 LODGING TAX FUNDING

(Recommend that no more than two (2) additional pages of materials be submitted with application)

Name of organization: _____

Organization mailing address: _____

Organization contact person & title: _____

Organization/contact **Phone:** _____
 Email: _____
 Fax: _____

Organization Website: _____

Federal Tax ID Number: _____ **UBI Number:** _____

Organization is a (select one): _____ Government Entity
 _____ 501(c)3
 _____ 501(c)6
 _____ Other _____

(note: you must submit 501(c)3 or 501(c)6 approval documentation if not previously submitted)

Title of Tourism Project, Activity or Event : _____

Amount of Funding Requested from the City of Burlington \$ _____

1. Describe the Tourism Project, Activity or Event.

2. If your project/activity/event is awarded 2020 lodging tax funds, how will moneys received result in increases in the number of people traveling to Burlington for business or pleasure,

(a) away from their place of residence or business and staying overnight in paid accommodations?

(b) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight?

(c) from another country or state outside of their place of residence or location of their business?

3. Describe in detail how the requested funds would be used to promote tourism. Be very specific; if funded, you will be held to this plan by written contract.

4. Will your organization apply for funding from sources other than the City of Burlington? If no; why not? If yes, list the amount requested and source(s) in section #11 on page 7.

5. Does your organization collaborate with other organizations, Chambers of Commerce or other groups to encourage tourism? If so, how is this accomplished?

6. Will the proposed project/activity/event become self-supporting in the future?

Yes _____ No _____ Please explain how soon you expect to be self supporting or if not; why. _____

7. Describe how this project/activity/event will attract, serve and/or facilitate overnight stays in the City of Burlington:

8. Event schedule; what is the time frame for this project/activity/event? What are the dates this project/activity/event will begin/end?

9. Tourism Seasons: From the list below, what season will your project enhance tourism in the City of Burlington? Please indicate the appropriate season.

- | <u>Season:</u> | <u>Months:</u> |
|----------------------|--------------------------|
| ___ Year-round | (January – December) |
| ___ Off-season | (November – February) |
| ___ Shoulder season | (October or March – May) |
| ___ Near Peak season | (June, September) |
| ___ Peak season | (July - August) |

10. Additional Information:

Provide any additional information which will assist the Burlington LTAC to evaluate your project and its benefit to promoting tourism in the City of Burlington.

11. **Project/Activity/Event Budget:** (For this project/activity/event only. Not for the entire agency)

2020 Revenue/Income for this Project/Activity/Event:

If you are requesting funding for this project/activity/event from another source other than Burlington lodging taxes, please list each source and amount requested separately. [Note: Total Revenue/Income should equal Total Expenses]

Amount 2020 Revenue/Income: (requested or expected):	Revenue/Income Source(s):
\$ _____	1. Requested From Burlington Lodging Tax Funds
\$ _____	2. Received or Requested From All Other Sources (list below under a. – g.):
\$ _____	
\$ _____	a.
\$ _____	b.
\$ _____	c.
\$ _____	d.
\$ _____	e.
\$ _____	f.
\$ _____	g.

\$ _____ Total Revenue/Income requested

2020 Expenses for this Project/Activity/Event:

	Amount:
Personnel: (salaries & benefits)	\$ _____
Administration/Support: (office expenses including copies, rent, janitorial, utilities, communication, taxes, office supplies, etc)	\$ _____
Direct Marketing & Promotion:	\$ _____
Travel/Training:	\$ _____
Consultants/Professional Services: (specify)	\$ _____
Facilities or Equipment:	\$ _____
Other Activities: (specify)	\$ _____
TOTAL EXPENSES ANTICIPATED:	\$ _____

12. Has your project received Burlington Lodging Tax funds in prior years?

Yes ___ No ___

If yes, comments & information regarding prior year's project. _____

13. Application Certification:

The applicant here certifies and affirms; 1. That it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason of race, creed, color, age, sex, national origin, families with children, sexual orientation, religious belief, marital status, honorably discharged veteran or military status, or the presence of any sensory, mental or physical disability, or the use of a trained dog guide or service animal by a person with a disability; 2. That it will abide by all relevant local, state and federal laws and regulations and; 3. That it has read the information contained in the Instructions on pages 2 and 3 and understands and will comply with all provisions thereof.

Certified By: (signature) _____

(print name) _____

Title: _____

Date: _____

Evaluation and Ranking Criteria

The Burlington Lodging Tax Advisory Committee will review the applications, hear applicant presentations and make recommendations to the City Council for funding allocations. In the review of applications, the Lodging Tax Advisory Committee will recommend preference be given to those proposals that (1) demonstrate potential to increase visits to Burlington and overnight lodging during the "shoulder-season" and/or "off-season", as opposed to the peak tourist season, (2) increase overall tourism in, and visitors to, Burlington, and/or (3) demonstrate measurable return on investment, and the potential for future self-sufficiency. The LTAC has ranked prior applications based upon whether a project/activity/event encourages overnight stays, encourages visitors from more than 50 miles away or out of state/country, promotes lodging during off peak times, attracts new visitors to Burlington, pursues funding from multiple sources, and/or is a well-structured application. The LTAC may use these or other similar criteria to evaluate 2020 funding applications.

Considerations:

- Lodging tax funds can be used for the following purposes: Tourism promotion and marketing of festivals, events and attractions designed to bring tourists and visitors to Burlington
- Operation of special events and festivals designed to attract tourists and visitors to Burlington
- Operation and/or capital project expenses associated with tourism-related facilities owned by a government entity or non-profit agency

Recipients of lodging tax funds must submit a report to the City of Burlington detailing the impact of funded activities on visits and/or tourism in Burlington. The City will use your report to compile a City report to the State of Washington regarding all 2020 lodging tax activities & events that were awarded Burlington Lodging Tax funds.

**2020 Burlington Lodging Tax
JLARC REPORTING FORM
(submit this form with your Application for 2020 Lodging Tax Funding)**

1. Project/Activity/Event Title: _____

2. Projected Total Attendance at Activity/Event: _____

a. Method of estimating 2 above:

3. Projected Attendees who are estimated will travel greater than 50 miles to attend the activity/event:

a. Method of estimating 3 above:

4. Projected Attendees who are estimated will travel from another state or country to attend the activity/event: _____

a. Method of estimating 4 above:

5. Projected **Attendees** who are estimated will stay in

a. paid overnight accommodations: _____

b. unpaid overnight accommodations: _____

c. Method of estimating 5a and 5b above:

6. Projected number of paid Hotel/Motel/Lodging **rooms**

a. Method of estimating 6 above:

7. How do you propose to measure/evaluate the actual attendance at the proposed activity or event?
